



Tampa, FL October 14-16

**2024 Exhibit and
Sponsorship
Opportunities**



INDEPENDENT ELECTRICAL CONTRACTORS

Through our network of geographically diverse electrical contractors, SPARK provides the opportunity to drive organic growth through your existing customers or to generate net-new leads that will propel your company through 2024 and beyond.

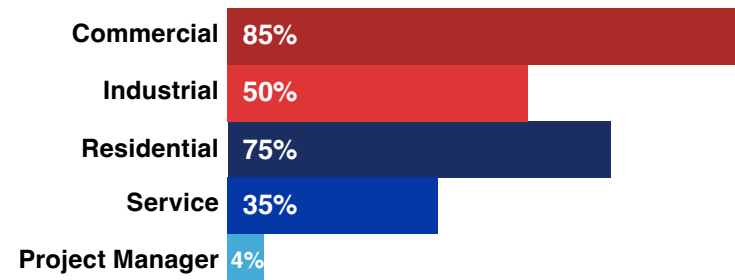
Participate in on-site activities designed to bring the electrical industry together and impact the year round success of our attendees and partners. Let IEC and SPARK serve as the building blocks to close business in 2024 and a pipeline of future growth into 2025.

To secure booth space or a sponsorship contact: Kevin Davoren
kdavoren@ieci.org 773-401-9496

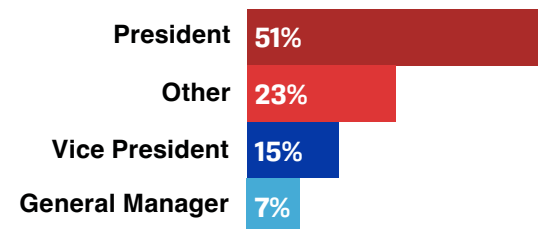
The Audience

SPARK 2024 is expecting over **3,000 attendees** in the Florida region and across the U.S. within the **electric and systems contracting industry!**

Company Type



Job Title



Company Size

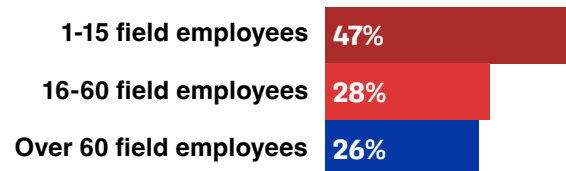


Exhibit Booth Opportunities

What's happening in the Expo Hall at SPARK?

- ✓ 9+ Hours of Expo
- ✓ New Product Showcase
- ✓ Contractor Olympics
- ✓ Apprentice of the Year Competition
- ✓ Future-Ready Forum

BOOTH SIZE	COST
10' x 10'	\$4,500
10' x 20'	\$7,500
10' x 30'	\$10,500
20' x 20'	\$13,000

Each in-line exhibit booth includes the following standard equipment:

- 8' High Draped Backwall
- 3' High Draped Siderails
- (1) 7" x 44" Identification Sign with Company Name & Booth Number

(Each 10x10' booth space purchased includes two exhibit personnel badges)

[View the Floorplan](#)

Exhibitor Schedule of Events

Saturday, October 12 and Sunday, October 13

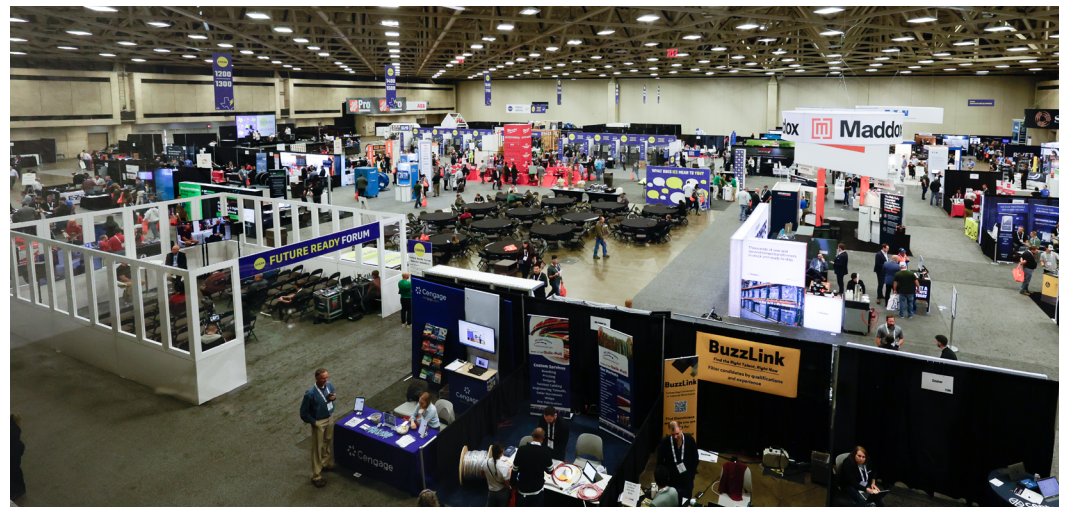
8:00 AM - 5:00 PM Exhibitor Set Up

Monday, October 14

8:00 AM - 1:00 PM Exhibitor Set Up
2:00 PM - 6:30 PM Expo Hours

Tuesday, October 15

10:00 AM - 3:00 PM Expo Hours
3:00 PM - 9:00 PM Exhibitor Move Out



Space is subject to availability. All booth space is chosen in the order in which the completed application is received by IEC. Payments must be received with ten (10) days of application to retain chosen space.

Engagement Opportunities

Future Ready Forums Limited Space Available Investment: \$5,000

Future Ready Forums will offer busy attendees valuable educational tips. Attendees can stop in and enjoy informal, face-to-face talks and hands-on education in a small intimate classroom-like setting right on the trade show floor.

Contractor Olympics Investment: \$3,500

The Contractor Olympics are educational skills challenges designed for electrical contractors. Contractors compete for an opportunity to win prizes such as merchandise, gift cards and more.

Focus Group Investment: \$15,000

Host a focus group at a designated space on the show floor – gain insight on your company's brand, strategy or products! You bring the topic and the moderator. IEC will work with you to recruit 8-10 targeted attendees and provide a 1-page summary report.

New Product Showcase NEW TO 2024! Investment: \$1,000

The New Product Showcase provides exhibitors with an opportunity to introduce new products and/or electrical contracting solutions to an audience of prospective buyers at SPARK.

All products receive the added benefit of exclusive publicity in on-site signage and the event app. The winner of the New Product Showcase voting will receive additional post event promotion in Insights Magazine.



Apprentice of the Year Competitor Events

Investment: \$15,000

WIRE AND CABLING
CONDUIT BENDING

Support the Apprentice of the Year competitors by sponsoring the individual events, Wire and Cabling and Conduit Bending.

Future Electrician Showcase

Investment: \$15,000

SOLD

Support 400 local high school students to learn more about the electrical industry and to participate in SPARK. The showcase includes a panel presentation with audience questions. An interactive component will be included.

Branding Opportunities

Bag Insert 5 available
Investment: \$2,000

Place a gift or information promoting your company in the first and most prominent item that attendees receive on-site, the SPARK tote bag. Branded items such as water bottles, koozies, small tools, etc. are desired.

Passport to Prizes 15 available
Investment: \$1,000

By connecting with participating exhibitors and learning about their products, attendees increase their chances to win a prize. The attendee must visit participating exhibitor's booth to receive recognition on the passport. A drawing will happen within a designated area in the expo hall to announce winners. Participating exhibitors must provide a prize (\$100 minimum value).

Custom Branding Opportunities
Investment: \$5,000-15,000

Your company and logo will be featured as attendees go to and from the Expo Hall to education sessions and meetings. Feature your logo on an array of customized signage including:

- Escalator wrap
- Column wrap
- Window Clings
- Additional opportunities available. Pricing varies.

(Sponsors must supply artwork, approved by IEC)

Floor Stickers 5 available
Investment: \$2,000

This item allows IEC members to find your booth as they walk down the aisles in the Expo Hall. Purchase a package of two (36"x36") to connect with attendees and to include company name and booth number.

Hotel Room Key Card

Investment: \$25,000

Keep your brand top of mind with attendees through this unique opportunity by including a branded keycard handed to registrants upon check-in at the Marriott hotel.

Conference Mobile App **SOLD**
Investment: \$15,000

Power attendees throughout the event by sponsoring the event mobile app. The app features lead generation, expo hall maps, event reminders, personalized schedules, and more!

Daily Recharge Newsletter **SOLD**
Investment: \$2,500

Be a leading sponsor of the IEC SPARK 2024 Daily Recharge e-newsletter, which is sent to all attendees each day. The four part digital series informs attendees of educational and social event highlights, recaps featured events from the previous day, and provides useful daily tips for navigating the show. We will include a quote from your leadership or a contractor you're working with to really focus the excitement of the show.



Award Celebration
Investment: \$15,000

Take advantage of the newly revamped Awards Celebration with an entertainment style layout where your brand will be placed in front of hundreds of attendees. Utilize the reserved seating, prominent logo placement, reconstructed ceremony, and more.

- Recognition in digital marketing material including social media, email newsletter, and web-page.
- Placement in printed marketing material including prominent name and logo placement in publicity materials.
- Logo table signage
- Reserved seating

Activation Opportunities

Breakfast 2 available

Investment: \$5,000

Help attendees start their day off right! Place your company logo on the breakfast signage.

Break Sponsor **SOLD**
Investment: \$3,500

Let's face reality. We all drink coffee (or tea) and we all will need a caffeine break while at SPARK 2024. Place your company logo on signage, napkins, coffee and collateral during our coffee break before the exhibit hall opens.

Happy Hour Sponsor **SOLD**
Investment: \$7,500

This well-attended event brings together members that are interested in getting involved in IEC, first time SPARK attendees, and those who attend regularly. Be part of a fun one-hour happy hour that will make attendees smile! Your company brand will be on signage at the event, a complimentary full registration to SPARK 2024 (includes all events); company reps can greet attendees at the door and throughout the event and have an opportunity for remarks.

Wi-Fi at Convention Center
Investment: \$25,000

Help keep our attendees connected by sponsoring the Wi-Fi at the Convention Center. The Wi-Fi password will be available to be your company name and your logo will be on Wi-Fi signage throughout the convention center. For functional reasons, we recommend no more than ten characters and no spaces.

Headshot Sponsor
Investment: \$10,000

Elevate Your Brand Presence! Showcase your company's professionalism and individuality at your booth through headshot photography. Gain exposure and leave a lasting impression with professionally captured headshots of attendees. Stand out and connect with potential clients in style!

Jolt Wellness Activity
Investment: \$10,000

Host an interactive wellness activity to get attendees to move, stretch or rejuvenate! Opportunities can include yoga, meditation and more. It's your opportunity to get creative!

Rest and Recharge Lounge
Investment: \$15,000

Recharge attendees and their devices during all Expo Hall hours. This high visibility sponsorship opportunity includes a custom table-top branding as well as recognition on signage and the mobile app. The sponsoring company can put collateral or giveaway items in this space.



A La Carte Options

Booth Drivers	
Dessert Bars	\$2,000
Gourmet Cookies	\$2,000
Gourmet Brownies	\$3,000
Hot Soft Pretzels with Mustard	\$3,500
Novelty Ice Cream Bars	\$3,500
Beer and Seltzer Station	\$7,500
Florida Craft Beers	\$7,500
Engagement in the Expo Hall	
Backyard Game Selection	\$1,500
Caricature Artist	\$2,000
Koozie Cartoons	\$2,500
Leather Engraving	\$2,500
Electronic Games	\$3,000
Engraving Cups or Pens	\$3,000
Wood Burning Artist	\$4,000



**Interested in being a
sponsor at SPARK?**

Contact:

Kevin Davoren

kdavoren@ieci.org

773-401-9496

Website :

www.iecspark.com

2024 IEC SPARK Booth Application and Contract



**INDEPENDENT
ELECTRICAL
CONTRACTORS**

Company Name _____
Contact Name _____ Title _____
Company Address _____ City _____
State/Province _____ Postal Code/ZIP _____ Country _____ Phone _____ Ext. _____
E-mail _____ Website _____
Product Focus _____

BOOTH SIZE

10X10 10X20 10X30 20X20

Interested in becoming an industry partner or renewing your partnership

Interested in other sponsorship opportunities with IEC

PAYMENT INFORMATION

Submission of an application does not signify acceptance by the Independent Electrical Contractors, Inc. (IEC). IEC will review all applications for eligibility and will confirm in writing once an application has been accepted. IEC reserves the right to refuse any application for any reason deemed appropriate by IEC and IEC SPARK 2024. Payment information will be sent with written confirmation.

Amount: \$ _____

Send payment to:

IEC SPARK 2024
South Quincy Street, Ste 720
Arlington, VA 22206
billing@ieci.org

Check (Make checks payable to Independent Electrical Contractors, Inc.)

Please check here if you wish to pay with a credit card and you will be invoiced.

ACCEPTANCE

I, the authorized representative of undersigned company, on behalf of said company subscribe and agree to all terms, conditions, authorizations and covenants obtained in this Contract and the Rules and Regulations governing IEC SPARK 2024.

Invoice Email _____

Signature _____ Date _____

Signature _____ Date _____